Radian6: New Conversation Cloud Widget

What is a New Conversation Cloud Widget

The **New Conversation Cloud Widget** is a representation of the top 50 most frequently used words in your Topic Profile search. These words come from a maximum of 1000 posts on the specific time period that your Topic Profile was given. This is a great tool to see which words are most popular in a given search and to help the user dial in on what people are saying about the product, brand, or industry. The top words extracted from the New Conversation Cloud widget usually represent the keywords that were keyed in the “CONTAINS” and “AND CONTAINS” fields in Topic Profile keyword groups.

This tool also gives insight to users who are looking for additional keywords to input in the “contains” and “and contains” fields to be able to narrow their search. Furthermore, this widget shows opportunities where irrelevant keywords can be keyed into the “DOES NOT CONTAIN” field to remove irrelevant post that may show up in the River of News.

New Conversation Cloud Widget

1. Click on the Dashboard tab

![Dashboard](image)

2. Click on the New Conversation Cloud **icon** (the second down from the top) on the left side of the Dashboard screen.

3. The New Conversation Cloud – Configuration widget will appear.

4. Under **Available Profiles** click on the appropriate topic profile and click the plus (+)
5. **Real Time Monitoring** gives the option of choosing how many days will be included in the results. By clicking **30 Days Ago** results will be gathered from the past 30 days.

6. **Specify Date Range** is more customizable and can gather results from specific dates.

   For example, results will include content from October 1, 2012 until November 10, 2012.

7. Media types are listed at the bottom of the widget. If the box is checked, then information will be pulled from that media source and will be included in the results.

   For example, if a large portion of the results had been from Amazon or eBay and were irrelevant, unselect the **Buy/Sell** box and they will no longer be included in the results.

8. The **Color Tool Bar** allows the user to select a color scheme for the New Conversation widget to sort the Top 50 words from most abundant to least abundant. The more abundant a word is, the larger it will show in the New Conversation Cloud Widget.
For example, we can see here in the snapshot what a search would look like in a New Conversation Cloud widget. As stated earlier, we can see by the Font size and Red Color (because of our chosen color scheme in bullet 8.), that “check” was our most abundant word out of the top 50 in our Topic Profile search. By continuing this same pattern, we can see that “time”, “price”, and “read” are some other top words by analyzing their color and font size.

9. By selecting the “View by” icon, you are able to sort these top 50 words by demographics within Radian6. These demographics include age, domain type, male, female, etc. This is a great way to see what types of people are talking about your product.

Here is an example of what the New Conversation cloud widget would look like in regard to age demographics
10. Selecting the Cloud options icon, allows the user to disable the vertical words that appear in the widget in case they are difficult for the user to read.

11. Selecting the **widget options** icon gives users the choice to either **export the report** by email or save it directly to their computer. You can **Copy the widget** to send it to other people within your Radian6 Topic Profile, and you can **move the widget** between Topic Profiles.